

Web Governance

An epa.gov Constitution



What Governance Is

- 1 A “constitution”
- 1 A set of guiding principles
- 1 A living, long-term document
- 1 A cross-Agency management structure
- 1 A framework for change
- 1 A collaborative approach

Principles Developed for 11 Areas:

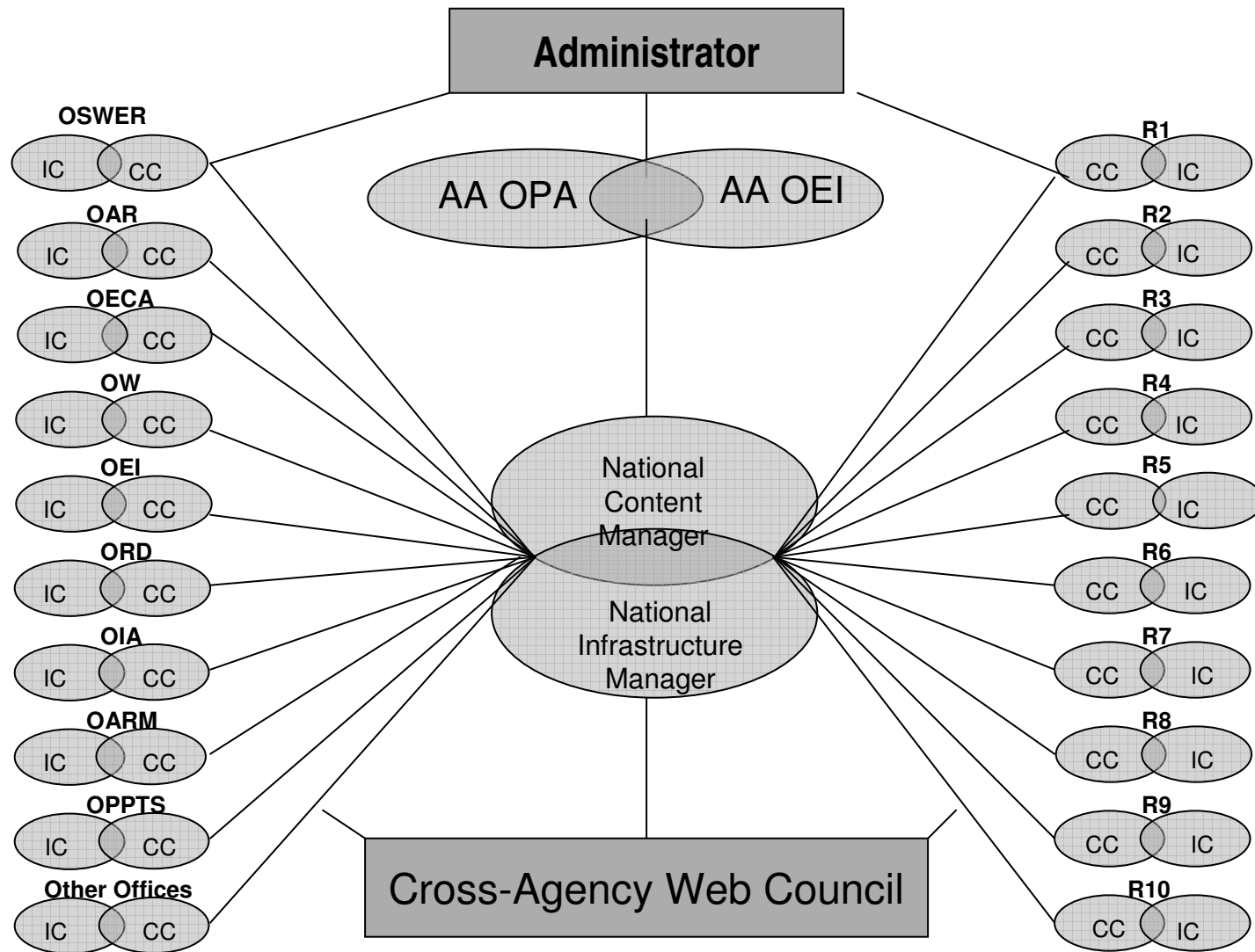
- Policy & Mgmt Structure
- Resources
- Responsibility
- Collaboration
- Content
- Infrastructure
- Unified Design
- Customer Service
- Content Currency
- Receptivity to New Ideas
- E-Gov

Management Structure

- Office of Environmental Information and Office of Public Affairs have primary responsibility for day-to-day management
 - National Content Manager
 - National Infrastructure Manager

Management Structure...cont'd

- Counterparts for Content & Infrastructure named for Program and Regions
- Together, these players constitute a “Web Council”
 - Implement policies, establish standards, facilitate collaboration
 - Council supported by technical, communication and info specialists
 - Web Workgroup Chair is ex officio member



Each region and program office has Content and Infrastructure Coordinators. The national managers and office- level coordinators together make up the Cross-Agency Web Council

Content Coordinator: Responsibilities

- 1 Managing editor of office Web content
- 1 Coordinates content organization
 - Within office
 - With offices across Agency
- 1 Manages content supporting news outreach
- 1 Oversees adherence to policy/standards
- 1 Identifies current & future content needs
- 1 Coordinate office Web training
- 1 Represents office on Web Council

Content Coordinator: Qualifications

- 1 Ability to see inter-relationship of content
- 1 Able to communicate to general audience
- 1 Strong writer/editor
- 1 Conversant w/ Agency policies & messages
- 1 Able to work collaboratively across office
- 1 Able to multi-task; manage large projects
- 1 Conversant in Web basics

Infrastructure Coordinator: Responsibilities

- 1 Serve as point of contact for all infrastructure-related issues in the organization
- 1 Assist in setting infrastructure and architecture priorities as part of Web Council
- 1 Promote and support implementation of infrastructure priorities within organization
- 1 Provide counsel and support to the Content Coordinator.

Infrastructure Coordinator: Qualifications

- 1 Broad knowledge of EPA target architecture, current and planned web infrastructure priorities, and web technology in general
- 1 Understand the core business of the organization and be positioned to support it through the use of Agency standards-based infrastructure tools and technologies
- 1 Ability to develop and maintain open communication with those in the local and national web community.

Governance Tools

- 1 Policies
- 1 Standards
- 1 Guidance
- 1 Models

Web Council Challenges

- 1 Develop Web strategic plan
 - Establish Office Priorities, then
 - Determine Agency priorities, then
 - Match Web resources to Agency priorities
- 1 Coordinate content reorganization
 - Match reorganization priorities to Agency priorities
 - Develop cross-office relationships
 - Create new models for big-topic reorganization
 - Can't do it all at once

Web Council Challenges

- 1 Implement Content Management System
- 1 Recommendations for Web site redundancy
 - 1 What is core content
 - 1 What are core applications
 - 1 How to deliver them

For More Information

- 1 <http://www.epa.gov/webgovernance>
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